mixing one or more nucleic acid templates with one or more oligonucleotides, wherein said one or more oligonucleotides comprise one or more detectable labels located only internally and said one or more labels undergo a detectable change in an observable property upon becoming part of a double stranded molecule;

incubating said mixture under conditions sufficient to synthesize one or more nucleic acid molecules complementary to all or a portion of said one or more templates, said one or more synthesized nucleic acid molecules comprising said one or more oligonucleotides; and

detecting the presence or absence or quantifying the amount of said one or more synthesized nucleic acid molecules by measuring said one or more detectable labels.

12. (Twice amended) A method for quantitation or detection of one or more nucleic acid molecules in a sample during nucleic acid amplification comprising:

mixing one or more nucleic acid templates with one or more oligonucleotides under conditions sufficient to amplify one or more nucleic acid molecules complementary to all or a portion of said one or more templates, said one or more amplified nucleic acid molecules comprising said one or more oligonucleotides, wherein said one or more oligonucleotides comprise one or more detectable labels located only internally and said one or more labels undergo a detectable change in an observable property upon becoming part of a double stranded molecule; and

detecting the presence or absence or quantifying the amount of said one or more nucleic acid molecules by measuring the detectable labels of said oligonucleotides.

18. (Twice amended) A method for amplifying a double stranded nucleic acid

molecule, comprising:

providing a first and second primer, wherein said first primer is complementary to a sequence within or at or near the 3′-termini of the first strand of said nucleic molecule and said second primer is complementary to a sequence within or at or near the 3′-termini of the second strand of said nucleic acid molecule;

hybridizing said first primer to said first strand and said second primer to said second strand in the presence of one or more polymerases, under conditions such that a third nucleic acid molecule complementary to all or a portion of said first strand and a fourth nucleic acid molecule complementary to all or a portion said second strand are synthesized;

denaturing said first and third strands, and said second and fourth strands; and

repeating the above steps one or more times, wherein one or more of the primers comprise a detectable label located only internally.

20. (Twice amended) A method for the quantification or detection of nucleic acid molecules comprising:

mixing one or more labeled oligonucleotides with one or more nucleic acid molecules to be detected or quantitated, wherein said one or more oligonucleotides comprise one or more detectable labels located only internally; and

detecting or measuring an increase in fluorescence associated with said one or more oligonucleotides hybridizing to said one or more nucleic acid molecules.

47. (Twice amended) A method for detecting a target nucleic acid sequence, comprising:

contacting a sample containing a mixture of nucleic acid molecules with at least one oligonucleotide capable of hybridizing with a target nucleic acid molecule and comprising a detectable moiety located only internally, wherein the detectable moiety undergoes a change in one or more observable properties upon hybridization to the target nucleic acid molecule; and

observing the observable property, wherein a change in the observable property indicates the presence of the target nucleic acid sequence.